



DATE: December 1, 2006

TO: Andrew T. Souza

FROM: Rhonda Jorn, Public Affairs Manager

FOR: Mayor and Members of the City Council

SUBJECT: CITYWIDE WEEKLY HIGHLIGHTS REPORT

The *Citywide Weekly Report* highlights various activities throughout the City for the week. Consistent with our mission to ensure equal access to opportunity, education, and quality of life for every man, woman and child regardless of their race, religion, age or socio-economic status, this report will work to organize our weekly achievements so that we can measure and maximize our management and performance toward reaching our goals. It is our intent that this report will help to improve communications about the programs and services provided to both the City Council and the community.

Please feel free to contact the Public Affairs Department with any questions.

MAJOR WEEKLY HIGHLIGHTS

Police

DUI Program on NBC Nightly News

- The Traffic Bureau conducted a bar watch detail with seven establishments being watched. Additionally, ten traffic officers on the streets looking for impaired drivers, while a DUI checkpoint was conducted in the Northeast District of the City. In all, 39 impaired drivers were removed from Fresno's streets and 95 vehicles were impounded for DUI and license violations. An NBC Nightly News film crew filmed these activities as part of an upcoming news story.

UPCOMING EVENTS and PROJECTS

General Services

Fleet Management Awesome as Always

- Fleet Management will be debuting new technology with its heavy-duty plug-in hybrid refuse truck at the next Valley Clean Cities meeting on Thursday, November 30th. The heavy duty hybrid chassis manufactured by Odyne Corporation will be on display at the meeting and Roger Slotkin; the company's CEO will be presenting how heavy duty hybrids can be used in public and private fleet applications.

WEEKLY NEWS

KEY RESULT AREA: PUBLIC SAFETY

Fire

- Christmas safety and DUI PSAs were produced by the department and are on the City's website for viewing. The PSAs are being aired by Channel 30, and the DUI PSA is also being shown at movie theaters.
- From November 24 through November 30 at 1430 hours, fire crews responded to 546 incidents.

Police

School Tagged

- Officers were dispatched to Fremont School because massive tagging of the school was occurring and up to six juveniles were involved. A check of the school showed extensive tagging had taken place, with words as high as four feet. The damage was estimated to be in the thousands of dollars, making this crime a felony. Shortly after contact was made with the first four juveniles, two others were found in the area with paint on their hands and brought back to the school. School District officials were contacted and they sent security personnel to take photos of the scene. The school district's Graffiti Paint Supervisor was also contacted to try to cover the graffiti before the start of school the following day.

KEY RESULT AREA: RESOURCE MANAGEMENT

Personnel

Drop In Dialogue

- City employees attended HR Analyst Rhonda Duerksen's Drop In Dialogue entitled "How to Create a WOW Resume!" Rhonda showed employees how to identify their professional skills and how to apply that information to what the employer's needs are. She also discussed the purpose of a resume, how to choose the right resume format, and visual guidelines for creating a visually appealing resume.

KEY RESULT AREA: ECONOMIC DEVELOPMENT

Economic Development

Municipal Restoration Zone Notification

- Nearly 10,000 postcards for the Municipal Restoration Zone went out the week of November 20 and the calls have been pouring in. We are now busy sending out detailed information telling businesses how to qualify for the MRZ benefits.

Finishing touches are being put on the website; soon we will be able to direct people there to find out about all of our Incentive Zones.

Marketing and Attraction

- Staff from the Economic Development department attended the International Economic Development Council's training on marketing and attraction of businesses. This training will support the Department's efforts to adopt best practices, bring the Department's services up to date, and is part of the course work necessary for the Department to earn accreditation.

KEY RESULT AREA: ONE FRESNO

Transportation /FAX

FAX Employees Deliver the Spirit of Thanksgiving

- For the 10th consecutive year, FAX employees personally delivered Thanksgiving meals to needy families in our community. Each year, FAX employees raise enough money to purchase 12 to 15 meals. This year, 15 families received holiday meals and well wishes.

KEY RESULT AREA: CUSTOMER SERVICE

General Services

Plug-it-in!!

- Fleet Management will be taking a plug-in Toyota Prius hybrid for a test drive next week. PG&E will be loaning the plug-in hybrid to Fresno for a one day driving evaluation. The hybrid will reach fuel economy levels of 100 miles per gallon with the plug-in feature and is another example of the areas rapidly evolving clean air technology efforts.

Now That's a Tree!

- Fleet Management, Facilities Management, and Streets Maintenance personnel in collaboration with the City of Corcoran harvested the first annual City Hall Christmas Tree on Saturday, November 18th. The undertaking went very smoothly, thanks to the experience of our Corcoran partners combined with excellent planning and superb skills exhibited by our talented City staff.

Airports

October 2006 Passenger Traffic

- A total of 112,543 passengers traveled through Fresno Yosemite International Airport in October 2006. The Air Transportation Association reports the monthly national average of passenger traffic rose 2.1% over last October, as traffic at FYI increased by 3.95% over October 2005. FYI year-to-date passenger activity increased by 7.39%, while the national average decreased by 1.9%.

Mexicana Plus at FYI

- On Thursday, November 16, 2006, Mexicana Plus in partnership with The Fresno Area Hispanic Chamber of Commerce hosted a well attended inaugural event at Fresno Yosemite International Airport to celebrate new bus service provided by

Mexicana Plus. Mexicana Plus will support Mexicana Airlines in their efforts to better serve the community with access to FYI by offering Valley travelers north and south shuttle routes to FYI.

Transportation /FAX

New Director of Transportation Hired!

- The City Manager and Assistant City Manager are very pleased to announce the selection of Ken Hamm as the new Director of Transportation. After a national recruitment, Mr. Hamm was selected from a list of exceptional candidates. He has had a long and distinguished career in public transportation. Mr. Hamm joined the Team Fresno on Monday, November 6, 2006. The Department welcomes Ken Hamm to the City of Fresno.

FAX Ridership Continues to Increase!

- Ridership continues to increase on the FAX fixed route system. For the month of October 2006, ridership increased 5.5% with 1,099,163 being served compared to 1,041,597 in October 2005. Fixed route revenues also increased by 4.2% to \$694,291.82 compared with \$666,209.95 in October 2005.